



CALIFORNIA DEPARTMENT OF  
FOOD & AGRICULTURE

A. G. Kawamura, Secretary

May 13, 2009

**CALIFORNIA CHERRY MARKETING PROGRAM  
ASSESSMENT RATES FOR THE 2009-2010 MARKETING SEASON  
SET AT \$0.30 PER CONTAINER (\$0.15 ON PACKERS, \$0.15 ON GROWERS)**

TO ALL INTERESTED PARTIES:

Under the terms of the California Cherry Marketing Program, and upon recommendation of the California Cherry Advisory Board, the Department of Food and Agriculture has established a combined assessment rate of thirty cents (\$0.30) per standard container, or the equivalent thereof, on all cherries of the Bing, Van, Lambert and Rainier varieties packed during the period beginning on April 1, 2009, and continuing through March 31, 2010. The assessment rate on cherries is shared equally by the packer and the grower of the cherries, namely fifteen cents (\$0.15) per container on the grower and fifteen cents (\$0.15) per container on the packer. The combined grower/packer assessment is the four cents lower than the assessment rate that was in effect during the prior season.

All assessments due under the Cherry Marketing Program should be remitted to the California Cherry Advisory Board at P.O. Box 877, Lodi, CA, 95240-0877. The Board will be sending assessment forms out to packers in the near future. The Marketing Branch will assist the Board with assessment collection as necessary.

Packers are authorized to deduct the grower's share of assessments due from any monies owed to growers. Any grower who is also a packer and packs his or her own cherries is required to remit both the packer and grower share of assessments. Packers who do not pack more than 1,000 containers and growers who do not produce more than 1,000 containers during the 2009-2010 marketing season, and from whom assessments are collected, may apply for a refund of assessment payments following March 31, 2010.

A copy of the Order of the Department of Food and Agriculture establishing the assessment rates is available upon request from the Marketing Branch. If you have any questions concerning the assessment rates or the California Cherry Marketing Program, please contact Jim Culbertson, Manager, Cherry Advisory Board, at (209) 368-0685, or me at the telephone number or address below.

Sincerely,

Robert Maxie, Chief  
Marketing Branch

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